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MOTIVATION

MANAGING AGRICULTURAL TECHNOLOGY FOR PROFIT

MARCH 11 - 14, 1985

CHATEAU LAKE LOUISE, ALBERTA

BY DR. JOE CONNELL

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TALK GIVEN BY

DR. JOE CONNELL

AT

PALLISER WHEAT GROWERS

ASSOCIATION, FOURTEENTH ANNUAL

MEETING AND CONVENTION IN REGINA

SASKATCHEWAN

1984

Mr. Chairman, the Honourable Dr. Hepworth, distinguished head table guests, friends from the excited States of America and distinguished members of this audience. I'm well aware that the mind cannot absorb any more than the seat can stand, will you please stand now and have a seventh inning stretch, up on your feet, turn your chairs to face the front, old men tug at your underwear twice, young men once, ladies use your own judgement, sit down.

You can tell I'm a farm boy. My dad ran an Ontario mixed farm with a herd of cattle that I had to milk every day before I went to school. I kept saying to him, "Dad, why don't you get a milking machine", he said "those damn things are no good, they don't work". So off I went to college. When I came back at Christmas mother said go out to the barn. I went out and there was a milking machine. I said, "Dad, I thought they were no damn good", he said "they've improved them in the last few months", so I knew my value.

It's a pleasure for me to be back here again in Regina, I've been here many times. Some of you, I think, have probably heard me before at your Credit Unions or your Safety Councils or the Life Underwriters or the YMCA, Chamber of Commerce, but may I ask, how many of you by any misfortune have heard me speak before? Will you please raise your hands, and how many haven't, will you please raise you hands? And how many don't give a damn, will you raise your hands? There's always a drunk in every audience.

You know, I've spoken at many peculiar places to many peculiar groups, some worse than this. But the strangest place I ever spoke in my life was when I was invited as a psychologist to speak to the inmates of the Guelph Reformatory, a penal institution, not too far from my home in Kitchener, Waterloo. I was invited to speak to the 900 inmates on "Returning To Civilian Life", which is a darn good subject for me and I hope, a darn good subject for them. I had dinner ahead of time with the superintendent. It was an excellent dinner, (it was just after the NDP had investigated the food), and I walked out expecting I would have a courteous introduction like I had tonight. I walked out expecting to have time to do what a guest speaker always does when you're being introduced, you straighten your tie, you fasten your coat, you check your zipper and you let go with a burp. As I walked out to the meeting the young inmate who was standing at the mike said "and here's the guy I told you about from the University of Waterloo,Dr. Connell", and I was on. No time to do any of those things, so I stepped up to the mike and I said, "Mr. Superintendent", I almost said distinguished head table and none of them were there at that time. I just choked back from saying fellow citizens, because I realized when you're locked up you've lost your citizenship. I was going to say gentlemen and I took a look at some at the front and I wiped that out. As this was all in a split second, I almost said fellow convicts, and then I thought Connell, get on with it. Then I opened my great big mouth and honest to goodness said, "I'm so glad to see so many of you here". They didn't laugh like you did. There was a dreadful silence for a count of one while they glared at me, for a count of two in silence I looked back and my knees began to shake, a count of three a dreadful silence and I could see the headlines in the Globe and Mail, "psychologist starts revolt in University Reformatory", there's not much difference today. When suddenly, thank goodness, they laughed, just like you did. And I shouldn't have been surprised because there's very little difference between them and you and me, except they'd been caught, that's all.

You see in any community, no matter where you come from, east, west, north or south of here, there are 3 kinds of people, 1% of people make things happen, and please God may all of you become that kind. And in any situation we psychologists know that 19% of people watch what's happening, and 80% of people never know what's happening, and that explains the last election in Canada, I can tell you that.

I was speaking to the Western Tire Dealers in Calgary when I met Joan and I decided wherever Joan was I was going to be from then on. I told my wife about it and she said, "what does she look like" and I said "she's young and she's pretty". She said "knowing you, if you ever caught her, you wouldn't know what to do". So Joan you're safe, absolutely safe. You see its quite evident to all of you that I am a senior citizen. I happen to be 73 and that's not too bad, hope for it son, hope for it. May I say to all of you, particularly the young squirts in this audience, that senior citizens are Canada's greatest assets, bar none. All you old crocks applaude. You know why? What other group has got silver in its hair, gold in its mouth and gas on its stomach. The senior citizens and I qualify in all three.

You see in any community, no matter where you come from, two medical doctors begin practice and at the end of 5 years one owns half the town and the other owes half the town. What's the difference, they are both doctors, they both have the same background and training, but one owns and the other owes.

Two men start into business and if any of you think as farmers you're not businessmen, you're crazy and you're part of the dinosaur world. But two businessmen like you are starting into business with the same education and the same financial backing and the same resources and at the end of 5 years one's on his way up and the other's on his way out. Why? What's the difference?

Two executives, like all of you are or will be someday, with the same pay and the same incentive and the same desires to send your kids to university, particularly if you didn't go yourself, to have a summer cottage, have an inboard motor big enough you can put an outboard motor on top of it, to have two cars, a honda and a suzuiki,and at the end of 5 years, one is boss and the other is bossed. Why? What's the difference, why does one go up and one go out.

Nobody can move parallels ..... you either go up or you go out and each one of you in this room will either go up in your chosen field of work or you will go out, there's no half-way in between. What is the difference in people, what makes one man, one woman, a success and makes another a failure?

Well, there are many things, one is knowledge, and that's why you've gathered here. I've looked at the brilliant people you've had speaking to you up till now and if you haven't gained knowledge, you're stupid and acknowledge it. By the way Vera, may I say to you that when you married your husband, he showed a lot better judgement than you did.

You see, knowledge is essential. All of you know, you may have the knowledge but do you have the initiative to put that knowledge to work? So many of you start and think, well, you know my Dad did it that way. . . Dad's dead. My Dad always said it didn't work this way. . . Dad's gone. So many of us stick where we are and wonder why other people pass us, and we say well I'll do that next summer. May I tell you, and I hope that I am right about this, as an amateur person spending all my years and time interested in above everything else in meterology. With alnino having dissapeared, the chances of you having rain next year are a lot better than they have been for the last four years. But I don't promise you, I'm not a Liberal.

You have to have knowledge, and you have to have initiative and you have to have determination. I remember that well on the farm. In the depression years, Dad said "I can only afford to send one of you to university and the other one can have the farm, fight it out between the two of you". There was just the two of us. I said, "I don't want to work for a living, I'm going to go to university and become a psychologist", and my brother said "I don't want to go to university I'll take the farm."

For years I travelled around the world, and he envied me. Till ten years ago, the city of Souix Saint Marie grew around about the farm and he sold it for a million and a half dollars. He said education is for the suckers Joe. He's nine years older than I am and I hope he kicks the bucket and leaves some to me.

You see you need to have determination and he had the determination to hold on and stay on while prices went down and when things seemed impossible, he held on and he is very happy. I am not quite so happy.

Above everything else you have got to have perseverance. All you women know that. When you married him you said I'll alter him, the only perfect three letter pun, I'll alter him, and look what you've got today. It's all right, you did your best girls!

Above everything else you have got to have enthusiasm, and to me enthusiasm is the most marvellous word in the English language. You see en means "in you", and the thous means "God". Isn't that a beautiful word, God in you, and if there is anybody in this room that thinks this devine creation of ours with size unbelievable, billions and trillions of miles, was created for your glorification, I'm sorry to tell you, you're wrong. Because whether you called it God or Jesus or Mohammed or Budha, or the Great White Spirit or whether you're an honest agnostic that doesn't know what you believe, there is no man or woman in this room that doesn't realize there is something greater than you are. This organization of yours gives you an opportunity to be part of that greatness.

I follow things very closely, as a psychologist must know everything. I hate to mention that thing called freight rates and so on, but I do want to congratulate the people in your organization that had the guts once in a life time to stop and look at the situation from thumb tacks and from everything else realizing while things are okay now, once that everything is gone the farmer is going to be out of luck. And you saw that, and your leadership was part of the one percent that made it possible. But you see we get enthusiastic about the wrong things.

I always speak my speeches as a phsychologist around things that happen to me and some years ago at New Year's I was at a party and because the drinks were free everyone kept saying,"Have one on me Joe, have one on me". People are always generous when it doesn't cost them anything, and I had one on them. The next morning my head felt

like a ballon and I said to Margaret, "you know dear I can't remember a thing I did after midnight, I must have had a marvellous time I can't remember a thing I did!" She said, "For which you should thank God!" You see I was enthusiastic but about the wrong things.

You know, it is very funny, some of you read the program notes about me. They are always very kind, my secretary is a wonderful liar.

I above everything else have a fault that some of you may have, I can hire people but I can't fire people. I hire them and they look at me as if I am God himself (my initials are JC, they are not far wrong). I hire them and give them the job and then I find out my mistake and I say, "I have got to fire that man". So I say to my first assistant, "fire that man" , and he says, "You told me to go and see the government in Toronto, do I go or do I fire". I say to my second assistant, "fire that man", and he says, "You told me to meet with the City Council, what do I do?", I say "Go". Then I think about it and then I think of everything that depends on him, I think of his wife and his ten children, (that's Ontario). I think of his mortgage, I think of all the mouths he's got to feed, I think of his canary, his guppies, (they're always pregnant). And I can't say to him "You're fired". If any of you have that problem, may I tell you what I do. I go out, find him a better job, preferably with one of my competitors and coax them to take him.

And so, one of my friends in Kitchener, who is a builder and another who is an architect, said to me, "Joe, we're having to lay off in Waterloo. We have to lay them off because we're short of steel. We've got to fire a bunch of people, come on up and learn how to fire", and I said "Well, I'd like to come but I'm kind of busy. Can I come up in two or three weeks when you're hiring again", and he said "Come on up". I'm a married man so I said "Yes dear", and up I went to the two of them. They went to the first employee, and said "What are you doing? The fellow drew himself up and said "Sir, I am building a church to the glory of God, and people may not know my name, and people may not know that I have ever worked here, but with this brick in this hand and this trowel in the other hand I am doing something for generations to come to make this a better community". I don't remember having him in my university classes, but he must have taken a Dale Carnegie course. And the builder grunted and the architect wondered, and they went to the second fellow. He had a brick in his hand and a trowel, (I knew he wasn't planting wheat or anything), and they said to him "What are you doing?" He said "Sir, I am laying bricks. I take one lousy brick and put it on top of some lousy mortar till I get down to the end of the lousy line. Then I get some more lousy bricks and some more lousy mortar till I get down to the other end of the lousy line, (and I've changed the words because he never said lousy once) and then I do that till the lousy whistle blows and then I eat a lousy lunch that my lousy wife made and then I go home and watch the lousy television. I eat my lousy supper and after that I watch a lousy television show with my wife and then after that I go to my lousy bed and from there on it's none of your darn business". I thought I knew which one was going to be fired, but then they fired the first fellow because they were building a super market.

And how many of you in your lives, day after day, same drugery, same things, do you say, "I'm not putting anything to the glory of God". Who knows that day, you may, with your spirit and motivation do something that will be for the benefit of mankind. Some of you, just a few of you in your seats, say, "Here I am, I am God's answer to society" and you're not even putting one lousy brick on top of some lousy mortar. You make your own life. You do everything for yourself because enthusiasm is the most marvellous thing that exists.

I'm 73, I've just told you that. I spoke recently with my dear friend, Dr. Norman Vincent Peal, to 2200 people at Thompson Hall in Toronto. Norman and I have been friends for 30 years, and here is this man, power of positive thinking, 84 years old, (I'm just a kid). There he was, and for one hour he held 2200 people in the palm of his hand. And I said to him, "Norman, you are better than when I first spoke with you 30 years ago", he said "It just proves, Joe, keep trying and you may make it." I said "in all my talk about positive thinking and all your talk about the power of positive thinking, do you think we can really be sure of anything?". He said "Well, I guess we really can't". I said, "Norman, are you sure of that?". He said "I'm positive". You see, in Canada it's about time we start to be positive.

In the last three years I've been in 26 countries in the world. I've been in the part of Africa where nothing green, unless it was articifial, was in sight for 250 miles in any direction. I've been in countries where kids have their bellies out to here, not with food but with burdock, and with leaves, and with mud and with dirt. And everytime I have come back to this blessed Canada of ours, I want to get down on my knees like the Pope and kiss the ground, except the guy ahead of me has run out of kleenex.

How lucky we are. Having criss-crossed this country in the last few months, just back from Vancouver, out to British Columbia, out to the Maritimes, I am so happy to say that once more we are on our way and we're going and we're restoring the things that we lost, not as fast as we lost them but a lot faster than some of you realize. And we have to be enthusiastic for our jobs and for those who need us.

On many occasions I am very critical of politicians, until I stop and say to myself, "Leaders reflect the people they lead", and don't forget that the next time you open your big mouth. They reflect the people they lead and if they are no good, that tells you what we are. You can change it, if you want to.

Isn't it funny, as a child, as a teenager, you were enthusiastic, do you remember? I'll never forget, I have to boast a little bit, if you will excuse me, but when I was in high school I was captain of the football team, and captain of the hockey team and captain of the basketball team. Now my best friend said to me, "Joe", (I was seventeen, and the size I am now) "you are so busy with sports, if you don't start and take girls out, they're going to think you are one of those". Now, I didn't want to be one of those so I said, "All right, How do I go about it?". He said "Well, you invite a girl out and I'll tell you about chesterfield rugoy". I

said, "I've never heard of that, what's chesterfield rugby?". He said, "Well, you invite a girl out, you take her to the movies, you buy her a milkshake, or a hamburger, take her home, you get her on the chesterfield". I said, "What are the rules?". He said, "You make them up as you go along". I said, "Well, that's wonderful, I must try it sometime". He said, "Boy get to it, get to it". So I phoned the prettiest girl in the high school and I said, "Would you go to the movies with me?", and to my horrors, she said "yes". I called my friend and I said, "Margaret is going to go with me to the movies, what do I do?" He said, "It will come". I said, "Do I kiss her the first night or not? If I don't kiss her the first night she'll say, "What a square, all he knows is athletics". If I kiss her the first night she'll say, "Boy, watch out for that guy, it's more than a basketball he gets his hands on". I said "What do I do", and he said "It will come naturally, you watch other people". So all the way as we walked to the movie, I kept saying to myself, "Do I kiss the girl or don't I?" I sat in a back seat and I watched what all the other fellows did. Then I saw they put their arms around the girl, so I did it. I didn't know your arm would go to sleep after two hours. Of course, later on I learned there were exercises.

When we got to her home I said, "Are you going in the back door, or the front door?". She said, "The back door", and I thought, it's darker so I thought that's a hint. We got to the back door and I said, "Margaret, did you enjoy the movie?", she said, "Yes, I did, thank you". I said, "Margaret, did you have a good time?". She said "Yes, I did, thank you". I said, "Will we go again sometime", and she said "If nobody else better asks me, I might consider it". That threw me for a loop and I said, "well, I hope you had a good time", she said, "you said that", and I said, "Well, I hope you liked the movie?", she said, "you said that" and I thought it's now or never and I grabbed her and went "smooch" like that, and she grabbed me and she went "smooch, smooch, smooch" and I was filled with enthusiasm.

Now the girls don't understand this, but the boys do, as I leaned back a little bit I said, "Is your father up?", and she said, "yes" and I lost some of my enthusiasm.

And as a child psychologist told you, girls and boys don't forget what I said. Her father was up and mother was up. To make a long story short, we went through the war and she sent me parcels when I was overseas and when I came back we got married. I'll never forget the first day I went back to work, after the honeymoon, it was the longest day of my life. By 9:00 o'clock I thought it must be noon, by 3:00 in the afternoon I thought I was doing double overtime. I could hardly wait to rush home, I don't know whether we ate that night or not, but I could hardly wait to rush home. And then the days went into weeks, and the weeks went into months and one day I walked into the house and Margaret said, "Joe dear, you forgot something". I said, "Oh no I didn't, I closed the garage doors so the house would look right from the street, I let the dog out for a run so he'd leave his calling card next door, I got the two quart milk special at Mac's, I got the three loaves special at Dominion. What do you mean, I forgot something". She said, "You didn't kiss me", and I hadn't. In Europe they call me Dr. Enthusiasm, in the States they call me Dr. Motorer, but I had forgotten. I have never forgotten since, I want you to know I never go anyplace boys, without kissing my wife good-bye. Even when I go to the washroom I kiss her good-bye. Who knows, at my age, I may pull the wrong handle.

Now when the wives are here I can't tell you, but if any of you men who are here alone, God help you. When you get home next week, next month, or next year, when you finally get home, I want you to rush into the house just like you used to and give your wife a french kiss. I want you to sweep her up in your arms, even if it takes a derrick, and I guarantee you she'll say, "You didn't come straight home from the Palliser Convention".

You see, it's so easy to lose your enthusiasm for your great organization which is known, I'm sure you will agree, throughout the world for the service that you give to one another. You are not too large perhaps, but you are world famous for the comradeship and the effectiveness of your leadership and I think it's about time that you are proud of that factor. You are great people. Oh, that Eastern Canada Bullshit, don't worry, that's all in Ottawa. But I want to say to you, the essence of genius is to carry that fire, that zeal and that enthusiasm you had as a kid into old age. I want you to carry it along all the time and I want you to remember that we live in a strange world in which our horse power has exceeded our horse sense, and in which we know how to blow the world to pieces better than we know how to put it back together again. And we have the enthusiasm to believe people can change things, people working together can do things, and above everything else to remember the one message I have given across this country and around the world.

Listen, why is it we are so damnably nice to those we don't give a darn about, and so nasty to those we love. Your children, your wife, your husband, you know, if I was dancing with you my dear, and you stepped on my pet bunion, I would say, "Whoops" and you'd say, "Do you want to sit down Joe", and I'd say, "Well, no, I'll finish the dance", you'd say, "Well, it must hurt", I'd say, "No, it's alright". I'd even thank the sucker that brought you. But if I'm dancing with my wife and she stepped on my bunion I'd say, "Margaret, we're going home, you know that's my bunion". And I love her and I just started to work on you. You see, what most of us forget in life is your good. What I'm saying to each of you in your own field, you're good. Whether it's in the house or whether it's on the farm, or whether it's in your business, you're good. But are you good enough, not to satisfy me but to satisfy yourself.

Just before I quit at the university, finally they got rid of me as deadwood, they kept me on till I was 71, and that's not bad for a university is it, not bad at all. But, my assistant professor came to me and said to me, "Dr. Joe, you know that psychology exam you set", and I said, "yes, I hope you haven't any complaints about it because I set it myself". He said, "No complaints, but an interesting thing has happened, all three hundred of your students got 72, 73 or 74". I said, "75?", he said, "No", I said "71?", he said, "They all got 72, 73 or 74, you'll have to set a new exam, everybody knows somebody gets 80 and everybody knows somebody has to fail". I said, "the computer is locked up, I can't get at the papers, send the

papers to me and I'll check them". So a little later I was in my office and my phone rang and it was my wife Margaret. She said, "Joe dear", and now, all you married men know when your wife says, dear, you're in for it. And I said, "Yes, dear". She said, "The university truck is here and it's unloading cardboard box, after cardboard box, after cardboard box on the front porch and this is my Women's bridge club day, where do I put them?" I almost told her. But then said, "I'll come home and I'll move them", and I did. I got the papers, carried them into my den, and I picked the first paper up, it was a 72 and I marked it. The computer was right. And all of you are going to have to live with computers and some of you own computers and some of you got computers you don't know what to do with yet. You will know some day but I remind all of you that if nonsense goes into a computer, nonsense comes out. And if sense goes into a computer, sense comes out and it takes human beings to put in sense or nonsense and don't you forget that in the years ahead.

But the computer was right, so I picked up another paper, 73, I hunted till I found a 74 and it was right. And then I started to write and I wrote 300 times till my old left hand got tired, and I wrote, "Good, but not good enough, J.C."

When I came back to meet my students the following Monday the whole 300 of them were there, the lecture hall was filled they were all sober for a change. And I could feel the atmosphere, as I walked in they had been comparing papers, "what'd you get", "72", "what'd the old man write", "Not good enough", "I got 74", "that's what he wrote on mine". When I got in, the ones that sit at the front stood up, (the dumb ones always sit at the front), they stood up and one said,"Sir", I said, "Yes".

Saying Sir, in university. Some of you will have forgotten, ten years ago they used to say Hey Man or Hey you but now they are all saying Sir. You know five or ten years ago there were 50 of you looking for one of them. Now there's 50 of them praying for one of you.

So he stood up and said, "Sir". I said, "Yes". He said, "We've been comparing papers and we find you've written on each one "Good, but not good enough". Do you mind explaining? I said, "I'm so happy to have a student of mine ask a question I can answer immediately without looking up the answer". I said, "yes, I'll tell you why". I said, "which one of you wants a 75% doctor that says I'm a good doctor, only one of my patients died when I operated. Cheer up, it's your turn, anyway it happened yesterday so it's your turn. Which one of you wants a 75% dentist that says, "Open up, only one out of four teeth I pull is the wrong one". And they got it, and I'm saying, "Do you get it".

As a husband, as a wife, as a father, as a mother, as a member of this great organization. Yes, as a cabinet minister, as a past president you're good but are you good enough to satisfy you. Not me, because please God you'll never hear me again and that's your good fortune. But to satisfy you, are you good enough.

You see I'm so tired in Canada of the too syndrome. As a farm boy I remember that it was always too wet or it was too dry, it was too late or it was too early, it was too big, they were too important, everything in my boyhood was too everything else until I learned that if you specialize on the too syndrome, too great, too big, too important, too much, too many, you end up too late and too bad.

You've got to have enough guts to get going and to try and do something else. That's the challenge I give to each of you and I come I guess as a consultant to you. I do that with industry all the time.

I get all kinds of mail coming to me—Dr. Connell, Professor; Joseph Connell, Esq., but more and more coming to Joseph Connell, consultant. My youngest son, who is a medical doctor in Vancouver, said to me, "Dad, what's this new racket you've got into?" I said, "Well, you mean the consultant?" He said, "Yes, what's a consultant?" I said, "Well, Son, I'll tell you something". "I've only got half an hour Dad, so make it fast". I said, "Look, you asked, I'm going to tell you". I said, "You remember our old tomcat?" He said, "Dad, I remember our tomcat, I grew up with him, what's that got to do with the consultant?" I said, "Well, every night he went out in the back yard, he said Meow, Meow, and the neighbours would phone and say "Joe, get this stupid tomcat in." He said, "Dad, I asked about the consultant." I said, "I'm getting to it, and I would go out and say 'Here kitty, here kitty kitty', (I may be a human psychologist but I'm not so hot with cats). But eventually I get the cat in and the phone would ring again and the next door neighbour would say, "Joe, your damm cat is out there yelling his head off and there's some idiot shouting his head off in the back yard." I'd say, "Cheer up, we're both in". My son said, "Look Dad, I asked you, what's a consultant?". I said, "I'm getting to it. Margaret and I had had it with that cat. We couldn't take it anymore and so we took him to Dr. Buck, the veterinarian, and we had him altered. But he went out just the same every night, but just as a consultant."

So you see, without enthusiasm you're living a fool life rather than a full life. You're living just a half life and yet I know some of you older people are turning around and saying Oh well, it's alright for you to talk about enthusiasm, I'm older than you are Connell. Nobody's that old. By the way did I tell you older men what my ambition is, I want to be shot on my 100th birthday, by a jealous husband, with cause.

But I want to tell you what old age is to me. It is 10 years older than I am at any time. That's what old age is and may that be for each one of you. You see some people die at 21, they keep drawing their salary, some of you hire them, they keep turning up to get their paycheck but they are dead. And some people are dead at 31, and some are dead at 41 and some people are alive and going at 73 and at 83 and are full of vim and vigor. And today it gets harder and harder to tell the living from the dead, thanks to modern deodorant.

But if any of you in this room are saying I am too old to work for Palliser, I'm too old to do anything for my area, and you mean it, may I remind you from my revered age that the world's greatest problem today is over population. So if you feel you are too old, for heaven's sakes, do something

for your country and die. And some of your sons are saying, Halelujah.

You see you're only as old as you feel, where do you think I went in June with Margaret, 72 at that time? We went on the Love Boat, if you can't do it, you can look at it anyway. It's how you feel about it, about life. If you say I'm done, you're through. But if you say I've got so many minutes, hours, even years ahead of me, and I believe God will give them to you, because unhappy people die young and happy people live on. One of my university students was a former mayor of Kitchener. He came into my class at 79. In Ontario, and I guess here, you get free tuition if you're over 65, so he enrolled in this class just loved it. One day we were crossing the campus and he was talking to me as usual (mayors always talk). I can say that because your mayor is south, but here we were, and suddenly one of the most "intelligent" looking co-eds I have ever seen in my life walked past. I stopped short to admire her "intelligence", (both of them), and suddenly I took a look at the 79 year old man standing beside me and he was licking his lips and he said, "If I were only 10 years younger". Now that's enthusiasm.

How many of your wives have said, "Let's go on a picnic" and you say "I took you once". How many of your wives have said, "Let's go dancing" and you say, "What do you want to do that for, I don't get any kick out of it anymore". How many of you when your husband says, "Let's go fishing" do you say, "Oh the poor fish, I married one".

So many of us forget that nobody does anything to you but you. Now listen to that, nobody does anything to you but you. The prime rule of psychology. If you think that everybody is against you, it's because you've earned the right. If you think that nobody speaks to you, it's because you are unspeakable. If you think that nobody likes you, it is because you are unlikable. If nobody invites you out for dinner, it's because you've been so stupid, you haven't invited them so often to your place, they have to ask you back out of common decency. Nobody does anything to you but you. And I mean that. And the next time you open your big mouth to say "Look what she did to me, look what he did to me, look what they did to me", may I remind all of you that when I point one finger at you sir, and say "Look what you did to me", I've got three fingers and a thumb pointing back at me, 4 to 1. And if you can't get along with your mother-in-law, think how unfortunate she is to have you.

You see, it's a very strange thing about life, but most of us spend more time being miserable than we do being happy. I have a lady friend that I never say "How are you" to because she always tells me. "Oh, my back's sore, my feet are sore, my eyes are sore." I always say, "You look wonderful today", but even that doesn't work, she just says, "That's what you think, that's what you think". Some people just enjoy misery. Have you let yourself get that way, that you enjoy misery? Trudeau's going to go someday, honest to God he is going to go some day. And he'll go down in the history books, "never have so many suffered from so few". Cheer up and have fun out of things that happen around you.

I do a great deal of speaking for IBM-International Business Machines. About three years ago they invited me down to Bermuda to speak to their world convention. Walter Kronkite was there and a few other people of minor significance, including me, we were the speakers. I saw one man being presented with the top prize as number one world salesman, $25,000.00, one year off with pay, a year's trip around the world. I thought well, what a glorious prize. I was in my office a year later and the phone rang.My secretary said, "The Vice-President of Operations, IBM wants to talk to you Dr. Connell". Any time a Vice-President calls you know how you run and I ran to the phone. I said, "Yes, what do you want?". He said, "How are you, Joe". I said, "Fine". "It's Bill", he said. "Yes", I said. "How is my friend doing?". He said, "What do you mean?". I said, "The one that got the prize". He said, "That's what I'm calling about. Once he won, he's gone down, down, down, and he's no good to anybody. Big companies aren't heartless, like you hear, after 25 years we don't want to dump him. Will you take him into your university classes and see what you can do for him?" I said, "How old is he?" He said, "50". I said, "Among my 19 year old kids he'll stick out like a sore thumb, you'd better send him early so I can talk to him". He said, "I'll do that, we'll pay his tuition, we'll pay his salary, we'll pay his travel, we'll pay the books, we'll pay everything. See what you can do".

So a little later I was sitting in my office and there was a knock on the door. I said, "Come in" and before I could do anything more this character brushed in. He had seen all my degrees around the door and down the next wall, honourary and imaginary, and everything else, and he walked in and he said, "Are you Connell?, I am Mr. Ziltch". Nice beginning for a salesman, wasn't it. I said, "Yes, Mr. Ziltch, I've been expecting you. Larry called me". He said, "I know and I'm telling you what I told him. I have forgotten more about selling than you will ever know". I said, "Exactly why you are here".

And how many of you have forgotten in your field, no matter what it is, more than I will ever know? That's why you are gathered here together, to revitalize and revive yourself. Instead of saying "So what the hell", just turn around and say, "Here I go, here I go". You can't be a mugwump. Some years ago I told Joe Clark what a mugwump was, he wouldn't believe me. Do you know what a mugwump is? A mugwump is a bird that sits on the fence, with its mug on one side and his wump on the other. The ideal politician. It never flies, it makes beautiful music out of one end and you know what comes out of the other. And in your work, and in your business, you can't be a mugwump. You've got to say, "O.K., Let's go", rather than "It won't work, it can't be done, what's the use". You see, the minute you say something can't be done, you do your damndest to see it isn't done so you can say, "See, I told you it couldn't be done". And once you say it can't be done, it won't be done.

Well, coming back to my IBM friend, the first two months he fought me. Boy, did he ever have a chip on his shoulder. He had been tops and he was sent back to university. The second three months he began to work. The third three months he worked like a dog and he was fourth in the class of 300, not bad.

But he left, and a year went by and my phone rang again. My secretary said, "Dr. Connell, it's that man from IBM in New York". I said, "Hi. Larry, before I say anything, how is my friend Bill Ziltch doing?". He said, "He's tops again. Joe, it's colossal. He's selling, when you speak to us again in Bermuda for your second time, he's going to get the award again. Have you got room for 30 more?" I said, "You're kidding?" He said, "No, 30, we'll pay it, it's worth that". So I said, "Just a minute". I said to my secretary, "How many in my Monday night class?" She said, "15". I said, "How many spaces in my Tuesday class?" She said, "16". I said, "Book 30 of them for IBM, there's one place left". I picked up the phone and I said, "Larry, I'll take them. Send your cheque ahead of time, I know how the Japs are chasing you". He said, "Alright, alright Joe". Then I hung up the phone. I said to my secretary, "Get me Mr. Zilch on the phone". And a little later I picked up the phone and I said, "Joe Connell". He said, "Oh, Yes Dr. Connell, this is Bill Ziltch", a little different eh. I said, "Bill, How are you doing?" He said, "I'll tell you, I'm tops again". I said, "I know that, I've got 30 more coming like you, What did I do to you?" "Well", he said, "The first two months took the chip off of my shoulder. I came with a chip on my shoulder, I looked for trouble and I was finding it. And the second two months you made me look at myself. But above everything else you taught me one word that changed my whole life". I said, "I don't remember, give it to me, I want to use it again". I said, "What was the word?" He said, "fantastic!" I said, "I don't remember, you'd better explain". He said, "A man says to me I've got three sons, they never got anybody pregnant, they're all grown up, they never smashed the family car, they never got drunk, they never talk back to me, they always did what their mother said, they came home when we told them to. I say, 'Fantastic'. Another man says to me I call my wife at 5.00 o'clock and tell her I'm bringing six strangers for dinner at 6.00 o'clock and she doesn't crab then and she doesn't crab after they leave and I say, 'Fantastic'. I said, "Bill, what did you used to say?". He said, "Bullshit". As a farm boy I apologize for the word. I'm still shoveling it, as you can tell. But for many of you, that's the attitude to change. How many of you are saying, "Bullshit" rather than saying, O.K. Let's go, let's try it. I'd rather have a man going fast in the wrong direction than one who is sitting on his big fat you know what. Because if he's going fast in the wrong direction I can give him a twist and he's going as fast in the right direction. You can do something about it.

I spent five and one-half years as a navigator overseas and I want to remind you that those were trying days in England. You may not know it but the English were 72 hours from starvation. The Germans were sinking boats faster than we could build them. While with the RAF the only thing we had for desert, for breakfast, for dinner, and for supper were prunes. No fresh fruit, no apples, no oranges, just prunes. I got so sick of boiled prunes, stewed prunes, prune pie, prune pudding. When you're a navigator, flying for 8 hours with no indoor conveniences, prunes aren't exactly helpful. I made up my mind I would never again wear airforce blue and I would never again eat another prune.

And when I was wounded and brought overseas back again to Canada, Margaret and I weren't married yet, she met me at the hospital train. I was lying there, pallid and looking I guess the most attractive I had looked in my life, and I said, "Honey, will you marry me?" She said, "After sending you two parcels a week for five and one-half years, I'm going to get a return on my investment. And anyway, none of the other boys are home. Yes."

So I immediately called a real minister, Joe Wasson, at a real church, Calvin Presbyterian Church in Toronto, and I said, "Joe, I want you to marry Margaret and me". He said, "I'd be glad to legitimize the deal". I said, "I've been overseas for five and one-half years, what do you mean legitimize it?" He said, "I'd be glad to do it". I said, "I want you to put in the wedding ceremony 'Love, Honour and Obey and Not Serve Prunes'. He said, "No way, I'm sorry, in a Presbyterian church I'll say 'Love, Honour and Obey' but if I say 'Not Serve Prunes', it will spoil the solemnity of the wedding and everybody will laugh their heads off and it won't be what you want to remember. When you're signing the register I'll talk to your wife", and he remembered. When I wrote Joseph Connell and she wrote Margaret McCady he said, "Margaret, I guess I should say Mrs. Connell now, all men are peculiar, your husband is a psychologist, and they're worse. If you want to have a happy married life, never serve Joe prunes". Margaret turned around and said, "Why didn't you tell me?" I said, "I wanted it part of the deal". She said, "It's a deal!" And for two years, six years, eight years, there was never a prune in our house. She was a good girl.

One day I came into my cottage at the lake with my three sons trailing behind me. And I can see it now, as I walked into the cottage there sitting on the middle of the dining room table was a bowl of poor plums cut off and they were wrinkled and shriveled, swimming in their own stinking black juices. I said, "Margaret, prunes". She said, "Now, none of your airforce language here, the kids are all listening. All the fruit I brought from home is gone, the little corner store is closed, all I could get from the neighbour were a few prunes, surely if you could fight five and one-half years for your country, you can eat three prunes". Well, it almost seemed fair to me so I said, "alright". I want you to know I ate the three and I enjoyed them as they went down and ten minutes later when they came up.

I took a look at my oldest son Bruce, who is now a professor at Western, and he'd eaten his three prunes. I said, "How was it, Bruce?" He said, "Oh it was alright, I've had better, I've had worse". I took a look at my middle son, Douglas, he's a radiologist in Vancouver, and he had eaten his three prunes, and I said, "Good boy, Doug". Then I took a look at my youngest son, Ian, who is a family physician in Vancouver, and he was having a staring match, two eyes at two prunes crosseyed. And I said, "Ian, eat your prunes!" Now he's a devil, just like his mother, not a saint like his father, and he said, "I won't". I said "Eat your prunes". He said, "I won't". Now I'm a psychologist, I knew exactly what to do. I said, "Margaret, you handle this". She said, "Ian, if you don't eat your prunes, Daddy won't like you. Eat your prunes, please". He said, "I won't, I won't". Bruce said, "If you won't eat your prunes I won't like you, Doug won't like you, Mom won't

like you, Daddy won't like you. Eat your prunes to please us". He said, "I won't". Doug spoke up and said, "If you won't eat your prunes, God won't like you". I thought that was going a little too far, but Ian said, "I won't". That was too much for my Scottish Presbyterian conscience. I said, "Get to bed, get to bed". And to my surprise he went. He was hardly in bed when, as it often does in the Moskoki country of Ontario, a sudden summer thunder storm swept off the lake and a bolt of lightning struck the transformer right in front of my little cottage and the shack shook with the blow. Then I heard the thump of two feet, the bang of a refrigerator door, the click of a spoon and a little boy said, "All that fuss over three prunes".

How many of you, as you face your problems, forget that they are only three prunes. How many of you when you have trouble with your wife, start in blaming her, rather than yourself. When your children don't love you as much as you figure they should love you, do you realize that they have caught on that you didn't love them as much as you should have loved them. How many of you, when your associates turn against you, realize that you make your own life. Nobody does anything to you but you.

And as I do shut up, for which I'm sure you will be gloriously happy, I want to read to you a poem I found in my grandfather's trunk.

I was born in Scotland. When Grandpa died he left the old stone house in the highlands to me. I was his favourite grandson. All the others were girls.

When I got the cable, I headed over to Scotland as fast as I could. Before I sold that house to a rich American, which I did, God Bless Americans, I searched that place from top to bottom. You know what I was looking for, don't you. Money. I pulled up loose floor boards, I pulled out loose bricks in the fireplace. Anything that was money the lawyers had already got. But I found old family pictures, and I found this written in Grandpa's beautiful, flawless handwriting, in the gaelic, which was his language, which I have translated for the benefit of you Englishmen and accent foreigners. It said, "The Measure of a Man", (and he meant it as a generic term), "is not, how did he die", (and you will), "but how did he live", (and you are), "not what did he gain", (that's important), "but what did he give. These are the units to measure the worth" (of a man as a man, a woman as a woman), "regardless of birth", "not what was his station", (President, Prime Minister, you name it), "but had he a heart? And how did he play his God given part? Was he ever ready with a word of good cheer", (you crab), "to bring back a smile", (you grouch), "to banish a tear", (you complainer). "Not, what did that picture in the old daily say, but how many will be sorry when you pass away."

And will they say, "I see old Mary's gone, I see old Ethel's gone, I see old Vera's gone, I see old Tom's gone, I see old Joe's gone", so what the hell, what's the difference. In your community, in this organization, in this great province, in your life, you make the difference. Please God, in the time left to you, make it a good difference.